To: Heller, Edmund G., Polanco, Fernando A., Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J., Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Reidy, Gerald J., Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Lustig, Charlotte E., Figueroa, David A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Imbriano, Michael A., Sullivan, Margaret, Floyd, Phyllis, Tauriello, Debra, Roseto, Joan M., Klein, John F., Cosgrove, Bradley J., Dogali, Ellen T., Dabaghian, Charles N., Valderrama, Henry, Frosina, Anthony, Wendelken, R W., Santaniello, Peter J., Shlimoun, Sam, Oneil, J F., Haynes, L R., King, K B., Fusco, Peter J., Sorrentino, R A., Ohare, K M., Alese, Louann F., Mccarthy, T A., Schiller, Howard I., Connolly, Joseph C., Cleerdin, Sean, Fabris, Christopher O., Dominguez, Juan J., Gray, Melanie A., Lipson, Arthur S., Many, Daniel C., Hansen, Margaret I., Cobucci, M J., Colclough, Wallace, Krivoshey, M M., Acevedo, Joan A., Hasni, Amin S., Harrington, Daniel P., Li, J G., Cafaro, Laura G., Azzara, Veronica F., Radtke, J A., Perskin, Martin P., Gralla, Randi L., Segelke, R F., Reuter, Diane E., Fazio, Ronald A., Cruz, Harvey
From: Orourke, Rory
Posted: 9/24/97 12:50
Opened: 9/24/97 15:24
Subject: FWRD: DISCONTINUING ICEBOX AND SEDONA

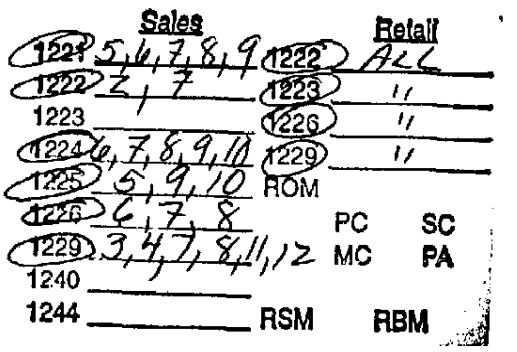
I am forwarding two documents regarding Moonlight Products. Please follow though accordingly.

A copy of the letter will be sent by snail mail to all Territory Reps and Retail Reps.

Rory

========== <Forwarded Letter> ==========
From: Uffindell, Colin M.
To: OROURKR
Subject: DISCONTINUING ICEBOX AND SEDONA
Posted: 09/24/97 16:26
Priority: Normal Priority

[[SEDICE.DOC : 2909 in SEDICE.DOC]][[ICESEDDA.DOC : 2910 in ICESEDDA.DOC]]



51847 8226

Source: https://www.industrydocuments.ucsf.edu/docs/fmgy0000

To: S.S. Cordell
R. Dobrowolski
L.W. Harbaugh
G.W. Overfelt
R.J. O'Rourke

Re: Icebox and Sedona

To ensure we continue to support brands styles that show consistent movement effective immediately we are discontiuing all styles of Sedona and Icebox. To assist you in communicating this information to Direct accounts that carry these brands attached is a list of Direct accounts who have ordered either Icebox or Sedona in the last six months. **Please ensure we contact these Direct accounts to inform them that these brands have been discontinued.**

At retail all accounts selling Icebox should be converted to Planet menthol. In most situations we have already done this. Planet menthol is more relevant to our target market than Icebox. Accounts selling Sedona should be converted to Bees as it is a similar product.

We will continue to evaluate Moonlight brands performance to ensure only relevant brands are supported at retail.

Sincerely,

Colin Uffindell

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Source: https://www.industrydocuments.ucsf.edu/docs/fmgy0000

ICEBOX AND SEDONA DIRECT ACCOUNT LIST

REGION	DIRECT ACCOUNT	SIS #	ICEBOX	SEDONA
1221	Irvington Tobacco	3055200	1	0
1222	Stan-Lou Tobacco	6129900	1	0
1223	Mauro Pennisi Inc.	4945600	2	0
1223	Harold Levinson	5505580	0	3
1223	G.A. Andron	6754090	6	7
1224	Mandel Tobacco	3968400	0	2
1229	Tiger Tobacco	6118150	0	1
1622	Mountain Candy	4426800	0	1
1733	M & S Candy	4706200	2	0
1733	Mathew Zechman	7218000	2	0
1733	Anter Brothers	9170300	1	0
1838	Eby Brown	2695240	1	0
2124	Atlantic Dominion	0254400	1	0
2124	K & M Wholesale	9202090	1	0
2126	JR Tobacco	6293450	2	0
2127	Ingles Markets	3028600	3	0
2137	H.T. Hackney	6993740	3	0
5426	H.T. Hackney	7469710	1	0
2934	Southco Dist.	6054600	1	0
5428	Phillips & King	3391190	2	0
6224	City Sales	9583580	0	1
6234	Rosario Candy	5494900	1	2
6230	Eby Brown	6385860	1	3
6232	Eby Brown	6385890	1	4
6232	Eby Brown	6385890	2	2
6234	Dearborn Wholesale	1497000	3	1

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Source: https://www.industrydocuments.ucsf.edu/docs/fmgy0000